



WXLV-TV  
3500 Myer Lee Dr  
Winston Salem, NC 27101

Media Strategies & Research-Fairfax  
11350 Random Hills Rd  
Ste 670  
Fairfax, VA 22030

# Contract # 1367079

**Schedule Dates** 10/29/12-11/05/12  
**Advertiser** Cowell for North Carolina Treasurer (30942)  
**Agency** Media Strategies & Research-Fairfax (2221)  
**Product** POLITICAL CANDIDATE (ns) (1186)  
**Brand** Cowell for NC Treasurer (197027)  
**Salesperson** HOUSE-GREENSBORO, WXLV/WMYV (1030)  
**Sales Office** WXLV/WMYV  
**Buyer Name** Vail, Chris  
**Phone/Fax** /  
**CPE** N/A  
**Account Types** Local/Political Candidate Agency BRD  
**Billing Type** Weekly/Irregular  
**Comments**

**Date Entered** 09/04/12  
**Last Modified** 09/04/12  
**Entered By** Matthew Bowman  
**CO-OP** No  
**Headline #**  
**Demo** A35+  
**Order Type** Normal  
**Package Deal**  
**Commission %** 15.00  
**Commission** \$1,005.00  
**Net Total** \$5,695.00  
**Sales Tax**

**Greensboro (WXLV)**  
By Broadcast Month  
Nov. 2012  
Grand Total:

Spots	Rate
8	\$6,700.00
8	\$6,700.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT	10/30/12-10/30/12	1	:30	10:58A- ABC-The View	1		1						1	\$80.00	\$80.00	Greensboro (WXLV)		9/4/12
2.0	Normal Line / News	11/05/12-11/05/12	2	:30	5:58P- News-News 14 Carolina on ABC 45 at 6pm	1	1							1	\$90.00	\$90.00	Greensboro (WXLV)		9/4/12
3.0	Normal Line / Prime	10/29/12-10/29/12	2	:30	7:57P- ABC-Dancing With The Stars (Monday)	1								1	\$1,600.00	\$1,600.00	Greensboro (WXLV)		9/4/12
4.0	Normal Line / Prime	10/31/12-10/31/12	2	:30	9P- 10P (EST)				1					1	\$2,690.00	\$2,690.00	Greensboro (WXLV)	Modern Family/Neighbors	9/4/12
5.0	Normal Line / Prime Premium	11/01/12-11/01/12	2	:30	7:57P- ABC-Annual CMA Awards					1				1	\$2,000.00	\$2,000.00	Greensboro (WXLV)		9/4/12
6.0	Normal Line / News	10/29/12-11/01/12	2	:30	11:01P- News- News 14 Carolina on ABC 45 at 11pm	1	1		1	1				3	\$80.00	\$240.00	Greensboro (WXLV)		9/4/12

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser: \_\_\_\_\_ Date: \_\_\_\_\_  
Accepted-Station: \_\_\_\_\_ Date: \_\_\_\_\_  
Comments: \_\_\_\_\_



# Station Order Revised Add to Schedule Cowell for Treasurer

**Market:** Greensboro-Winston Salem

Estimate ID

**Flight Dates:** Monday, October 29, 2012 to Tuesday, November 06, 2012

11780

**Contact:** Matt Bowman

**Phone:** 336-722-4545

**Email:** mkb Bowman@sbgnet.com

**Fax:** 336-722-2650

**Direct:** 336-499-1800

## WXLV-TV

Program Name	DP	Days Length	Gross Rate	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Total
				Oct 29	Oct 30	Oct 31	Nov 01	Nov 02	Nov 03	Nov 04	Nov 05	Nov 06	
The View	DT	M-F 30	\$80.00	RS	1								1
11:00 AM 12:00 PM			\$80.00	1									
Sold Out: Lowest Rate to Clear per WXLV.													
WXLV 6p News	EN	M-F 30	\$90.00								1		1
6:00 PM 6:30 PM			\$90.00	2									
90% Chance of PE at LUR per WXLV. Move to P3.													
Dancing With Star	PT	M 30	\$1,600.00		1								1
8:00 PM 10:00 PM			\$1,600.00	2									
90% Chance of PE at LUR per WXLV. Move to P3.													
Modern Fam/ Neighb	PT	W 30	\$2,690.00			1							1
9:00 PM 10:00 PM			\$2,690.00	2									
90% Chance of PE at LUR per WXLV. Move to P3.													
ABC Special	PT	Th 30	\$2,000.00				1						1
8:00 PM 11:00 PM			\$2,000.00	2									
11/1: 46th Annual CMA Awards													
WXLV 11p News	LN	M-F 30	\$80.00	2	1		1	1					3
11:00 PM 11:35 PM			\$240.00										
90% Chance of PE at LUR per WXLV. Move to P3.													
<b>Station Gross Totals</b>			<b>\$6,700.00</b>	<b>2</b>	<b>1</b>	<b>2</b>	<b>2</b>				<b>1</b>		<b>8</b>

Chris Vail

**Media Strategies and Research**

11350 Random Hills Road, Suite 670, Fairfax, Virginia 22030

Date/Time Sent: 8/31/2012 3:21:44 PM

WXLV-TV

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ChrisV@mediastrategies.com



# Station Order Add to Schedule Cowell for Treasurer

**Market:** Greensboro-Winston Salem

**Flight Dates:** Monday, October 29, 2012 to Tuesday, November 06, 2012

Estimate ID

11780

**Contact:** Matt Bowman

**Email:** mkb Bowman@sbgnet.com

**Phone:** 336-722-4545

**Fax:** 336-722-2650

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## WXLV-TV

Program Name	DP	Days	Length	Gross Rate	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Total
					Oct 29	Oct 30	Oct 31	Nov 01	Nov 02	Nov 03	Nov 04	Nov 05	Nov 06	
The View	DT	M-F	30	\$40.00		1	80							1
11:00 AM 12:00 PM			30	\$40.00										
90% Chance of PE at LUR per WXLV. Move to P3.														
WXLV 6p News	EN	M-F	30	\$90.00								1		1
6:00 PM 6:30 PM			30	\$90.00										
90% Chance of PE at LUR per WXLV. Move to P3.														
Dancing With Star	PT	M	30	\$1,600.00		1								1
8:00 PM 10:00 PM			30	\$1,600.00										
90% Chance of PE at LUR per WXLV. Move to P3.														
Modern Fam/ Neighb	PT	W	30	\$2,690.00			1							1
9:00 PM 10:00 PM			30	\$2,690.00										
90% Chance of PE at LUR per WXLV. Move to P3.														
ABC Special	PT	Th	30	\$1,570.00				1	2000					1
10:00 PM 11:00 PM			30	\$1,570.00										
11/1: 46th Annual CMA Awards														
WXLV 11p News	LN	M-F	30	\$80.00	1		1	1						3
11:00 PM 11:35 PM			30	\$240.00										
90% Chance of PE at LUR per WXLV. Move to P3.														
<b>Station Gross Totals</b>				<b>\$6,230.00</b>	<b>2</b>	<b>1</b>	<b>2</b>	<b>2</b>				<b>1</b>		<b>8</b>

Chris Vail

**Media Strategies and Research**

11350 Random Hills Road, Suite 670, Fairfax, Virginia 22030

Date/Time Sent: 8/31/2012 12:09:42 PM

WXLV-TV

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ChrisV@mediastategies.com

## AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☐

FEDERAL CANDIDATE

☒

STATE/LOCAL CANDIDATE

**To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3**

<b>Station and Location:</b> WMYV-TV Greensboro-Winston Salem	<b>Date:</b> 9/5/2012
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I, Media Strategies and Research

being/on behalf of: Janet Cowell, a legally

qualified candidate of the Democratic political

party for the office of: Treasurer

in the General

election to be held on: Tuesday, November 06, 2012

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
SEE ATTACHED SCHEDULE					
Date of First Broadcast:			Date of Last Broadcast:		
Monday, October 29, 2012			Tuesday, November 06, 2012		

**Total Charges: \$80.00**



For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

I represent that the payment for the above described broadcast time has been furnished by:

Cowell for Treasurer

and you are authorized to announce the time as paid for by such person or entity.  
I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Richard Cook

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACMENT OF ADVERTISING.**

**To Be Signed By Candidate or Authorized Committee**

Wednesday, September 05, 2012

Date

*Athina A. Valtieri*

Signature

**To Be Signed By Station Representative**

☒ Accepted

☐ Accepted in Part

☐ Rejected

*Matthew Bowman*  
Signature

Matthew Bowman  
Printed Name

GSM  
Title